

2 receiving a request initiated by a consumer and transmitted
3 over a global communication network to a system, said request
4 having a domain name associated with a plurality of domain names
5 each of which includes a common domain name element, said domain
6 name identifying goods/services without identifying a specific
7 provider thereof;

8 selecting, responsive to the received request, at least one
9 name of at least one provider; and

10 forwarding the selected at least one name of the at least
11 one provider from said system to said consumer, wherein said
12 consumer chooses a provider from the selected at least one
13 provider to communicate therewith.

1 18. (Amended) A system comprising:

2 a database for storing information associated with a
3 consumer; and

4 a server for receiving a request initiated by said consumer
5 and transmitted over a global communication network, said
6 request including a domain name associated with a plurality of
7 domain names each of which includes a common domain name
8 element, said server further including:

9 a name linking module for selecting, responsive to the
10 received request and based upon said information stored in

11. the database, at least one name of at least one provider;
12 and
13 a controller for forwarding the selected at least one
14 name of the at least one provider to said consumer, wherein
15 said consumer chooses a provider from the selected at least
16 one provider to communicate therewith.

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1 25. (Amended) A method for providing a consumer with a
2 customized web page containing the names of various providers of
3 goods and services that where selected according to a name
4 linking policy, said method comprising the steps of:
5 storing, within an intermediary system, information
6 associated with said consumer;
7 receiving a request initiated by said consumer and
8 transmitted over a global communication network to said
9 intermediary system, said request including a domain name
10 associated with a plurality of domain names each of which
11 includes a common domain name element;
12 selecting, responsive to the received request and based
13 upon said information stored in said intermediary system, at
14 least one name of at least one provider using said name linking
15 policy of said intermediary system;

16. forwarding the selected at least one name of the at least
17 one provider within said customized web page to said consumer,
18 wherein said consumer chooses a provider from the selected at
19 least one provider to communicate therewith; and
20 operating, within said intermediary system, as an
21 intermediary between said consumer and said chosen provider.

Please add the following new claims 34-36.

1 34. (New) The method of Claim 1, wherein said step of
2 selecting further includes the step of using a name linking
3 policy to select the at least one name of the at least one
4 provider while utilizing one or a combination of demographic
5 information and geographic information of the consumer.

1 35. (New) The method of Claim 1, further comprising the
2 step of storing, within said system, information associated with
3 said consumer including at least one of a personal preference,
4 a payment instruction and a privacy instruction.

1 36. (New) The system of Claim 18, wherein said name linking
2 module is operable to select the at least one name of the at
3 least one provider using one or a combination of demographic
4 information and geographic information.